

Privacy Policy – Sir Duke (operated by South Records)

South Records (“we”, “us”, or “our”) operates the website www.sirdukesweden.se (the “Website”) and the brand **Sir Duke**. We are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and disclose your personal information when you use our Website or services. By accessing or using our Website, you agree to the terms of this policy. If you do not agree, please do not use the Website.

1. Information Collection and Use

You may browse the Website without providing any personal data. However, when you sign up for newsletters, contact us, or make a purchase, we may request information such as:

- Name
- Email address
- Phone number
- Shipping address
- Payment details (processed securely by third parties)

We use this information to:

- Process and deliver orders
- Communicate with you about your purchases
- Send newsletters and marketing material (if consent is given)
- Improve your shopping experience

2. Log Data and Analytics

We may collect browser and device information such as:

- IP address
- Browser type and version
- Pages visited and time spent
- Date and time of access

We use this data to analyze usage patterns and improve the performance and security of the Website. Analytics tools (e.g. Google Analytics) may also be used.

3. Cookies

Cookies help us:

- Store preferences
- Analyze website traffic

- Personalize content and offers

You can choose to disable cookies in your browser settings. However, some functionality may be affected.

4. Email Communication and Marketing

If you opt in to receive communications, we may send you:

- News about Sir Duke, our events and services
- Promotions and offers
- Order and account-related updates

You can unsubscribe at any time via a link in our emails or by contacting us.

5. Service Providers

We work with third-party companies for:

- Payment processing
- Delivery logistics
- Website operations and marketing tools

These parties may access your personal data only to perform these tasks on our behalf and are bound by confidentiality obligations.

6. Data Retention

We retain your personal data for as long as necessary to:

- Fulfil purchases and legal requirements
- Communicate with you (with your consent)
- Improve services

You may contact us at any time to request deletion of your data.

7. Your Rights

You have the right to:

- Access and correct your personal data
- Withdraw your consent for marketing
- Request deletion of your data
- File a complaint with the Swedish Data Protection Authority (IMY)

Contact us at: **southrecordsmalmo@gmail.com**

8. Security

We apply appropriate security measures to protect your personal information. However, no method of online transmission is 100% secure.

9. External Links

Our Website may include links to other sites. We are not responsible for the content or privacy practices of those websites.

10. Children's Privacy

The Website is not intended for individuals under 18. We do not knowingly collect data from minors.

11. Policy Updates

We may update this Privacy Policy from time to time. Updates will be published on this page and apply from the date of posting.

Effective Date: 2025-06-04

12. Contact Information

If you have any questions or requests regarding this policy, please contact:

South Records

Representing the brand **Sir Duke**

Email: southrecordsmalmo@gmail.com

Website: www.sirdukesweden.se